

4822-572

11/30/2012

1/9



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

NOV 30 2012

OFFICE OF  
CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Ms. Jean M. Fugate  
S.C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, WI 53403-2236

Subject: Label Notification(s) for Pesticide Registration 2007-4

Dear Ms. Fugate:

The Agency is in receipt of your Application(s) for Pesticide Notification under Pesticide Registration Notice (PRN) 2007-4 dated for September 7, 2012

**Alternate Brand Name**

**OFF! Explore Insect Repellent**

The Registration Division (RD) has conducted a review of this request for applicability Under PRN 2007-4 and finds that the label change(s) requested falls within the scope of PRN-2007-4. The label has been date-stamped "Notification" and will be placed in our records.

**EPA Registration Number: 4822-572 ETLG-3**

Please be reminded that 40 CFR Part 156.140(a)(4) requires that a batch code, lot number, or other code identifying the batch of the pesticide distributed and sold be placed on non-refillable containers. The code may appear either on the label (and can be added by non-notification/PR Notice 98-10) or durably marked on the container itself.

If you have any questions, please contact Melody Banks on 703 305-5413 or E-mail at [banks.melody@epa.gov](mailto:banks.melody@epa.gov).

Sincerely,

A handwritten signature in black ink that reads "Richard Gebken".

Richard Gebken  
Product Manager  
Insecticide Branch  
Registration Division (7504P)



United States  
**Environmental Protection Agency**  
 Washington, DC 20460

- Registration (REGFEE)
- Amendment
- Other

OPP Identifier Number

**Application for Pesticide - Section I**

1. Company/Product Number <b>S.C. Johnson &amp; Son, Inc./4822-572</b>	2. EPA Product Manager <b>Richard Gebken</b>	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) <b>S.C. Johnson &amp; Son, Inc./ETLG-3</b>	PM# <b>10</b>	
5. Name and Address of Application (Include ZIP Code) <b>S. C. Johnson &amp; Son, Inc.</b> <b>1525 Howe St.</b> <b>Racine, WI 53403-2236</b> <input type="checkbox"/> Check if this is a new address	6. <b>Expedited Review.</b> In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to:  EPA Reg. No. <span style="float: right; color: blue;">NOV 30 2012</span>  Product Name	

**Section II**

<input type="checkbox"/> Amendment – Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated <input checked="" type="checkbox"/> Notification – Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated <input type="checkbox"/> "Me Too" Application. <input type="checkbox"/> Other - Explain below.
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**Explanation:** Use additional page(s) if necessary. (For Section I and Section II.)  
**Notification of alternate brand name per PR Notice 98-10.**

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula for this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

**Section III**

1. Material This Product Will Be Packaged In:					
Child-Resistant Packaging <input type="checkbox"/> Yes * <input checked="" type="checkbox"/> No <i>*Certification must be submitted</i>	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Unit Packaging wgt.	No. Per container	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt.	No. Per container	2. Type of Container <input checked="" type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container <b>2 – 14 ounces</b>		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Other <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled					

**Section IV**

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)		
Name <b>Jean M. Fugate</b>	Title <b>Registration Specialist II</b>	Telephone No. (Include Area Code) <b>(262) 260-2371</b>
I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statements may be punishable by fine or imprisonment or both under applicable law.		Date Application Received <b>(Stamped)</b>
2. Signature 	3. Title <b>Registration Specialist II</b>	
4. Typed Name <b>Jean M. Fugate</b>	5. Date <b>November 1, 2012</b>	

S.C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, WI 53403-2236  
262.260.2000

November 1, 2012

Mr. Richard Gebken  
Product Manager Team 10  
Document Processing Desk (NOTIF)  
Office of Pesticide Programs (7504P)  
U.S. Environmental Protection Agency  
Room S-4900, One Potomac Yard  
2777 South Crystal Drive  
Arlington, VA 22202-4501

*Via Courier*

**Re: ETLG-3**  
**EPA Reg. No. 4822-572**  
**Notification of Alternate Brand Name per PR Notice 98-10**

Dear Mr. Gebken:

S.C. Johnson & Son, Inc. (SCJ) hereby provides notification to the Agency of the following minor changes to the labeling of the subject product pesticide:

- Addition of the alternate brand name **OFF! Explore Insect Repellent**

In accordance with PR Notice 98-10 we have included a completed Application for Registration and one (1) copy of the subject label. The brand name addition is marked in ***bold italics***.

Should you have any questions or require anything additional please do not hesitate to contact me directly. Thank you for your assistance with this matter.

Best regards,

Jean M. Fugate  
Registration Specialist II  
Phone: (262) 260-2871  
Fax: (262) 260-4716  
Email: jmfugate@scj.com

Enclosure



ETLG – 3 [EPA base file name]  
 OFF! Deep Woods Insect Repellent VIII [alternate brand name 3/19/10]  
 OFF! Deep Woods Sportsmen Insect Repellent IV [alternate brand name 3/19/10]  
**OFF! Explore Insect Repellent [alternate brand name 11/1/12]**

**General Miscellaneous**

- INSECT REPELLENT [will be included if brand name does not include "INSECT REPELLENT"]
- SC Johnson A Family Company
- (Visit) [www.offprotects.com](http://www.offprotects.com) (for more information)
- (OFF!) ([insert sub-branding]) (products) also available in (spray) (towelette) (and great fragrances too!)  
     [Optional labeling for a possible sticker covering the actuator]
- Remove before spraying

**NOTIFICATION**

NOV 30 2012

**Performance**

- Proven (long-lasting) protection
- Long-lasting
- Insect repellent
- Repels listed insects
- (Strong)(Effective) protection
- Protective shield
- Creates a shield that's proven effective at keeping mosquitoes away (for up to 8 hours)
- Mosquito protection for up to 8 hours
- Repels (for) up to 8 hours against mosquitoes.
- Protection for up to 8 hours from mosquitoes
- Up to 8 hours of mosquito protection
- (Enjoy) up to 8 hours of protection from mosquitoes.
- (Lasts) (Stay protected) for up to 8 hours against mosquitoes.
- Keeps working (for) up to 8 hours against mosquitoes.
- Works (for) up to 8 hours against mosquitoes.
- Proven (shield) for up to 8 hours against mosquitoes.
- Up to 8 hours of proven (effective) protection from mosquitoes.
- Enjoy the (outdoors) (great outdoors) (backyard) (outside) (park) (woods) (forest) with up to 8 hours of protection against mosquitoes
- TICKS-OFF (!)
- Bug-OFF (!)

**Table A** [Note to reviewer: information in Table A is to be used for insertion in the claims that follow]

<b>Action</b>	<b>Pests</b> [may appear in singular or plural form, as appropriate]	<b>Associated Vectors</b>
<ul style="list-style-type: none"> <li>• Repels</li> <li>• Protects against</li> <li>• Protects from</li> <li>• Protection from</li> <li>• Provides protection from</li> <li>• Provides protection against</li> </ul>	<ul style="list-style-type: none"> <li>• Mosquitoes</li> </ul>	<p><b>that may carry -</b></p> <ul style="list-style-type: none"> <li>• West Nile Virus</li> <li>• St. Louis encephalitis</li> <li>• Eastern equine encephalitis</li> <li>• Western equine encephalitis</li> <li>• Lacrosse encephalitis</li> <li>• Cache Valley encephalitis</li> </ul>
<ul style="list-style-type: none"> <li>• Proven long lasting protection against</li> <li>• Proven effective</li> </ul>	<ul style="list-style-type: none"> <li>• Ticks</li> </ul>	<p><b>that may carry -</b></p> <ul style="list-style-type: none"> <li>• Lyme Disease</li> <li>• Rocky Mountain Spotted Fever</li> </ul>

<ul style="list-style-type: none"> <li>• protection from</li> <li>• Proven protection from</li> <li>• Long lasting protection from</li> <li>• Effective protection from</li> <li>• Works on</li> <li>• Works against</li> <li>• Proven shield against</li> <li>• Shields against</li> </ul>	<ul style="list-style-type: none"> <li>• Black flies</li> </ul>	<ul style="list-style-type: none"> <li>• Tick Paralysis</li> <li>• Ehrlichiosis</li> <li>• Powassan Encephalitis</li> </ul>
	<ul style="list-style-type: none"> <li>• biting flies</li> <li>• sand flies</li> <li>• gnats</li> <li>• no-see-ums</li> <li>• chiggers</li> </ul>	

- [Insert action from Table A] mosquitoes for up to 8 hours (from treated skin and clothing) (that feels comfortable on your skin)
- Creates a shield that's proven effective at keeping [insert pest(s) from Table A] ([insert associated vector from Table A])
- (Also) [Insert action from Table A] [insert pest(s) from Table A] ([insert associated vector from Table A])
- (Also) [Insert action from Table A] [insert pest(s) from Table A] ([insert associated vector from Table A]) from treated skin and clothing
- (Also) [Insert action from Table A] [insert pest(s) from Table A] ([insert associated vector from Table A]) that feels comfortable on your skin
- Creates a shield that's proven effective at keeping away [insert pest(s) from Table A] [insert associated vector from Table A]
- [Insert pest(s) from Table A] protection.
- Enjoy the (outdoors) (great outdoors) (backyard) (outside) (park) (woods) (forest) with protection against [insert pest(s) from Table A]

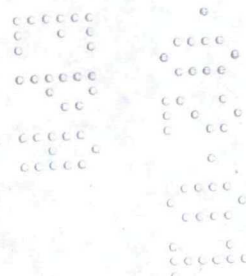
**Sensory perception - Scent**

[Note to reviewer: the following section is for formulations that contain fragrance. A scent descriptor or combinations of descriptors may be used as stand-alone statements or inserted into the additional statements below.]

Scent Descriptors:

Outdoor (Fresh) (Breeze)	Tropical (Fresh)	Light	Refreshing (Waters)
Fresh (Breeze) (Outdoors)	Clean	Free Spirit	Aqua Breeze
Pleasant	Summer Splash	Pine	Rejuvenate
Summer Fresh	Spring Fresh	Renew	Clean "n" Fresh
Summer Meadows	Great Outdoors	Outdoor Clean	Summer Breeze
Energized	Spring Meadows	Spirit	Cool Mountain Springs
Fresh Sensations			

- Scratch here to smell [insert fragrance name(s)]
- Clean, fresh scent of [insert fragrance name(s)]
- Refreshing(ly) light scent of [insert fragrance name(s)] (!)
- Refreshingly light scent you (your whole family) will enjoy (!)
- A clean, fresh scent you (your whole family) will enjoy (!)
- [Insert fragrance name(s)] scent(ed) (!)
- [Insert fragrance name(s)] smell(ing) (!)
- Great scent (!)
- Smells good on your skin (!)



- Specially formulated to smell good on your skin (!)

**Sensory perception – Lack of scent**

[Note to reviewer: the following section is for formulations that do not contain a fragrance]

- Unscented
- Fragrance Free
- No fragrance
- No unpleasant odor

**Sensory perception – Touch/Feel descriptors**

[Note to reviewer: Touch/feel descriptor or combinations of descriptors may be used as stand-alone statements or inserted into additional statements below.]

Touch/Feel descriptors:

Dry	Good	Great
Powder Dry	Comfortable	Ultra dry
Fresh	Pleasant	Non-greasy
Not greasy	Greaseless	Not wet
Not oily	Not sticky	Light
Ultra light	Touchable	Extra dry
Power dry	Power light	Powerlite
Non-oily		

- Specially formulated to feel [insert skin feel descriptor] on your skin
- Feels [insert skin feel descriptor] (on) (on your skin)(!)
- Leaves a pleasant feeling (on skin)
- Feel good protection for (the entire family) (your family)
- [Insert skin feel descriptor] feel (formula)
- [Insert skin feel descriptor] touch (formula)
- [Insert skin feel descriptor] formula
- [Insert skin feel descriptor] protection
- Soft touch formula
- [Insert skin feel descriptor] skin feel
- (Insect Repellent that) leaves (your) skin feeling (and smelling) [insert skin feel descriptor]
- (New) powder formula (that) dries quickly and leaves skin feeling [insert skin feel descriptor]
- Protection you don't feel
- Protection you can't feel
- (Light feel) (Light weight) (strong) (effective)(proven) protection
- Dry (shield) (defense) (performance) (repellent) (spray)
- So dry you barely feel it
- The OFF! (Deep Woods) you don't feel on
- Best feeling OFF! Deep Woods
- The most comfortable OFF! Deep Woods (ever)
- Driest feeling OFF! Deep Woods



**Dry time**

- (Now) (New) (Advanced) quick dry(ing) formula (!)
- Quick dry(ing)
- Dries (quickly) (in seconds) (on contact)
- (Now) (New) (Advanced) quick-dry(ing) technology (!)
- Fast dry(ing)

- Dries Fast
- Fast drying OFF! Deep Woods

**Formulation-related**

- Contains DEET
- Dry formula
- DEET formula
- Dry DEET (formula) (insect repellent)
- Dry, DEET formula
- Contains (dry) powder
- Dry insect protection
- Powder (repellent) aerosol
- Powder (repellent) spray
- Dry Powder (protection) (technology) (formula)
- Powder dry (formula) (protection) (technology)
- Non-Staining (formula)

**Product form/delivery**

- (New) (dry) (powder)(spray) (repellent)(OFF! Deep Woods)
- Quick drying (New) powder formula
- Quick drying (New) powder technology
- Controlled application to skin
- Sprays at any angle
- No-drip
- Stays where you spray
- Hold upright

**Portability/convenience**

- Convenient
- On the go
- Designed for people on the go
- Take-along
- (Perfect to) take-along with you
- For your active lifestyle
- Spray and go
- Spray 'n go
- Spray on-the-go protection
- (Handy) (Portable) ("Take-along") size
- Protection for people on the go
- Protection that fits your lifestyle
- Sport (active) formula

**Family Use**

- For (all your) family
- Suitable for the whole family
- (A) formula for your family

**Use Occasions/Sites**

- For (playing) (relaxing outdoors) (hiking) (biking) (fishing) (gardening) (yard work) (hunting) (the beach) (concerts) (outdoor parties)



- (Dry) insect protection for any occasion
- (Dry) insect protection for any location

ACTIVE INGREDIENT:

DEET .....25%

OTHER INGREDIENTS: .....75%

KEEP OUT OF REACH OF CHILDREN

WARNING

See additional precautions on back panel

NET WT. \_\_\_\_\_ OZ.

*[Note to reviewer: The following informational statement may appear on the back panel]*

(Contains cornstarch)

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS - WARNING: Causes substantial but temporary eye injury. Do not get in eyes. Harmful if swallowed. Use of this product may cause skin reactions in rare cases. Wash treated clothing before wearing it again. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

*[Note to reviewer: Boxed format or bullets may be used in First aid section if label space permits]*

FIRST AID

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.

If swallowed: Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person.

If you suspect a reaction to this product, discontinue use, wash treated skin, and call your local poison control center.

PHYSICAL & CHEMICAL HAZARDS – EXTREMELY FLAMMABLE: Contents under pressure. Keep away from fire, sparks, and heated surfaces. Do not puncture or incinerate container. Exposure to temperatures above 120° F. may cause bursting. Do not expose treated surfaces near fire or flame until dry.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. **Read and follow all directions and precautions on this product label.**

Shake well before each use. Hold container 6 to 8 inches from skin or clothing and spray with a slow sweeping motion. Do not apply over cuts, wounds, irritated or sunburned skin. Do not spray in enclosed areas. Use just enough repellent to cover exposed skin and/or clothing. Avoid



over-application of this product. Frequent reapplication and saturation are unnecessary. Do not allow children to handle this product. Do not apply to children's hands. When using on children, apply to your own hands and then put it on the child. Spread evenly with hands to moisten all exposed skin. After returning indoors, wash treated skin with soap and water.

TO APPLY TO FACE: Spray palm of hand first and then apply sparingly and avoid eyes. Do not spray directly onto face. Do not apply near eyes and mouth. Apply sparingly around ears.

WORKS ON OUTER SURFACES OF CLOTHING: Do not use under clothing. Spray shirts, pants, socks, and hats. For ticks and chiggers also spray cuffs, socks and around other openings in outer clothing. Will not damage cotton, wool, or nylon. Do not apply on or near: acetate, rayon, spandex or other synthetics (other than nylon), furniture, plastics, watch crystals, leather and painted or varnished surfaces including automobiles.

STORAGE AND DISPOSAL

STORAGE: Store in a cool, dry place away from fire, sparks and heated surfaces.

DISPOSAL: Do not puncture or incinerate!

If empty: This container may be recycled in the few but growing number of communities where aerosol can recycling is available. Before offering for recycling, empty the container by using the product according to the label. If recycling is not available, place in trash.

If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions.



[Note to reviewer: The STEEL recycle symbol might be used on final printed label if space allows.]

(Contains no CFCs or Other Ozone Depleting Substances. Federal Regulations Prohibit CFC Propellants in Aerosols [or optional graphic below])



Questions? Comments? Call 800-558-5252 or Write Helen Johnson (Sold by:) © 2009 S.C. Johnson & Son, Inc. Racine, WI 53403-2236 U.S.A. All Rights Reserved

EPA Reg. No. 4822-572

EPA Est. No. 4822-XX-X